CLAIMS

1. (Currently Amended) A method of generating from a computer a request for a domain name, comprising the steps of:

   receiving on the computer a name associated with the domain name, said received name having a top-level domain portion and a sub-domain portion, both in a native language character set;

   selecting a translation formula;

   translating said received name with said translation formula to generate a scheme specific name by converting a sub-domain portion of said received name into a different sub-domain portion, said scheme specific name being in the native language character set; and

   generating, from the computer, a request for the domain name based upon said scheme specific name.

2. (Original) The method according to claim 1, further comprising the steps of:

   receiving a translation identifier; and

   selecting said translation formula based at least in part on said received translation identifier.

3. (Original) The method according to claim 2, wherein said translation identifier comprises a geographical identifier.

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4. (Original) The method according to claim 2, further comprising the step of:

analyzing said received name for a translation identifier.

5. (Previously Presented) The method according to claim 1, wherein said translation formula comprises at least one predetermined character and said step of translating said received name includes the step of:

adding said at least one said predetermined character to said sub-domain portion of said received name.

6. (Previously Presented)) The method according to claim 1, wherein said translation formula comprises a string of characters to add to said sub-domain portion of said received name.

7. (Previously Presented) The method according to claim 6, wherein the step of translating said received name includes the step of:

adding said string of characters to said received name as a prefix.

8. (Previously Presented) The method according to claim 6, wherein the step of translating said received name includes the step of:

adding said string of characters to said received name as a suffix.

9. (Previously Presented) The method according to claim 6, wherein the step of translating said received name includes the step of:

interleaving said string of characters with said received name.

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10. (Previously Presented) The method according to claim 1, wherein said translation formula removes at least one character from said sub-domain portion of said received name.

11. (Original) The method according to claim 1, wherein said translation formula converts said received name into a numeric entry.

12. (Previously Presented) A method of generating from a computer a web access request, comprising the steps of:

receiving on the computer a numeric entry, the numeric entry comprising a first numeric portion corresponding to a top-level domain of a web address and a second numeric portion corresponding to a sub-domain portion of said web address;

translating said numeric entry to an alphanumeric web address based at least in part on said first and second numeric portions; and

generating, from the computer, a web access request to the alphanumeric web address.

13. (Previously Presented) The method according to claim 12, further comprising the steps of:

receiving a translation identifier; and

selecting a first translation formula based at least in part on said translation identifier.

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14. (Currently Amended) The method according to claim ~~13~~ ~~12~~, further comprising the steps of:

~~receiving a translation identifier;~~

selecting a second translation formula based at least in part on said translation identifier; and

applying said second translation formula to said alphanumeric web address to result in a scheme specific name.

15. - 17. (Previously Cancelled)

18. (Currently Amended) An apparatus for generating a request for a domain name, comprising:

a computer comprising an input device;

a browser operational installed on said computer; and

a translation module configured to:

receive on the computer a correctly formatted absolute uniform resource locator (URL) associated with the domain name from said input device, the URL being in a native language character set;

select a translation formula;

translate said received URL with said translation formula to generate a scheme specific name by converting a sub-domain portion of said received URL into a different sub-domain portion, the different sub-domain portion being in the native language character set; and

process said scheme specific name through said browser to generate a request for the domain name.

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19. - 22. (Previously Canceled)

23. (Original) The method according to claim 1, wherein said received name comprises a correctly formatted absolute uniform resource locator (URL).

24. (Original) The method according to claim 12, wherein said computer comprises a wireless device.

25. (Original) An apparatus for generating a web access request, comprising:

a wireless device comprising an input device;

a browser operationally installed on said wireless device; and

a translation module configured to:

receive via the input device a numeric entry, the numeric entry comprising a first numeric portion corresponding to a top-level domain of a web address and a second numeric portion corresponding to a sub-domain portion of said web address;

translate said numeric entry to an alphanumeric web address based at least in part on said first and second numeric portions; and

generate from the browser, a web access request to the alphanumeric web address.

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